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February 22, 2011

FILED/ACCEPTED

FEB 23 2011

Federal Communications Commission  
Office of the Secretary

Marlene Dortch  
Office of the Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, Suite TW-A325  
Washington, D.C. 20554

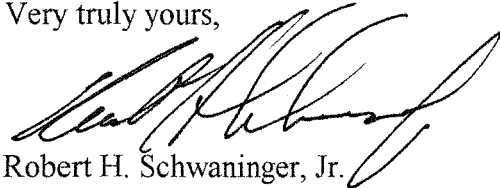
RE: CPNI Certification Filing  
**EB Docket 06-36**  
Madera Radio Dispatch, Inc.

Dear Sir or Madam:

We represent the interests of the above captioned licensee in its submission of the required CPNI certification, in accord with 47 C.F.R. §64.2009(e); which certification and required policies are associated herewith.

If there are any questions regarding this submission, please direct them to undersigned counsel.

Very truly yours,



Robert H. Schwaninger, Jr.

RHS:tg

**47 C.F.R. § 64.2009(e)**

**EB Docket 06-36**

Annual 64.2009(e) CPNI Certification for 2011

Date Completed: February 15, 2011

Name of company: Madera Radio Dispatch, Inc.

FRN Number: 0001532522

Name of signatory: Fred Massetti, Jr.

Title of signatory: President

I, Fred Massetti, Jr., certify that I am an officer of the company named above, and acting as an agent of the company, that I have personal knowledge that the company has established operating procedures that are adequate to ensure compliance with the Commission's CPNI rules. *See* 47 C.F.R. § 64.2001 *et seq.* *See, also*, CC Docket No. 96-155 and WC Docket No. 04-36.

Attached to this certification is an accompanying statement explaining the company's procedures to ensure that the company is in compliance with the requirements set forth in section 64.2001 *et seq.* of the Commission's rules.

The company has not taken any actions (proceedings instituted or petitions filed by a company at either state commissions, the court system, or at the Commission) against data brokers in the past year. At this time, the Company does not have any information to report with respect to the processes pretexters are using to attempt to access CPNI.

[illegible]

Signed Fred Marshall, Jr.

**MADERA RADIO DISPATCH, INC.**  
**POLICIES FOR USE OF CPNI**

The following policies are hereby established for the use of Customer Proprietary Network Information (CPNI) in accord with the rules of the Federal Communications Commission (FCC). All employees, agents, affiliates and subcontractors are bound by these policies regarding the use and protection of customers' CPNI. Violations of these policies will cause the violator to be subjected to disciplinary or remedial action at the discretion of management.

1. A customer's CPNI may be employed internally for the purpose of offering our existing customers additional services that we provide to the marketplace. Those services must, however, be offered by us and not affiliated companies, unless such use is approved by management to determine whether CPNI use is in accord with FCC guidelines.
2. Customer approval is required for use of that customer's CPNI if we are offering a different category of service from the one that the customer is presently receiving. However, one can offer Customer Premises Equipment (mobiles, consoles, portables) to deliver existing services that we are providing that customer, using that customer's CPNI.
3. Under no circumstances will anyone track a customer's use of its CPNI to determine whether that customer is contacting any competing provider of our services.
4. A Customer's CPNI can be used to protect that customer's safety of life or property; to offer adjunct-to-basic services (e.g. call forwarding); or to participate in research regarding the health effects related to the use of company-provided equipment.
5. When a customer's approval to employ its CPNI is required, the request should normally be made in writing to be signed by the customer, however, oral approval is permitted but will require the recipient of that approval to make specific record of that approval including the date, time and identity of the customer representative who provides such approval. All such records must be filed within our records and be maintained for a period of not less than one year.
6. Any customer may revoke or limit its approval to our use of its CPNI. If this occurs, the incident should be recorded and that record made a portion of our files.
7. Opt-in or Opt-out policies that allow customers to choose to have products and services marketed to them by employment of their CPNI may be used by the company at some future date. Such policies are not presently used. If used, employees shall strictly adhere to all limitations and directions given for such policies.

8. In the event that the company markets its products and services in cooperation with a joint venturer or contractor, all such marketing using customers CPNI will not commence until that joint venturer or contractor agrees, in writing, to be bound to fulfill those obligations mandated under 47 C.F.R. §64.2007.
9. Prior to solicitation for customer approval to use their CPNI when such prior approval is required, the company will provide written notification to each such customer that explains that the customer is not required to give such approval and records of such notification will be maintained for at least one year. All such notifications must be approved by management to determine that the notification complies with 47 C.F.R. §64.2008.
10. These policies will be made available to all employees and fully explained to each employee to assure that they understand the nature of CPNI and customers' rights granted by the FCC.
11. Any use of CPNI as a portion of a marketing campaign will be fully recorded and the documents recording each event, including the specific use, the services offered, whether the services are offered by the company or an affiliate, and all other relevant details of such use. Those records must be maintained by the company for no less than one year and will contain all information required under 47 C.F.R. §64.2009(c).
12. In the event of any complaint from a customer regarding use of its CPNI which the customer deems improper, the employee that responds to that complaint shall make a record of that complaint, including the means employed of addressing the customer's concern, and that record will be maintained in the company's files for at least one year. In the event that the problem arises due to circumstances associated with an Opt-out program that are not mere anomalies, management shall make notification to the FCC regarding such problems within five days of the customer(s) reporting of such problems, in accord with 47 C.F.R. §64.2009.
13. In the event that the company requires training on the policies above, the employee agrees to attend such training and be tested on any materials presented at such training session.

The above policies shall be monitored for compliance by company management, including periodic overview of customer records to assure that all necessary notifications and other relevant records are being maintained. A copy of this policy statement shall be distributed to each of the company's employees and any questions arising out of future compliance with these policies shall be communicated to management. In the event that any confusion arises regarding the applicability or interpretation of any of the above policies, employees shall first communicate such instance to management for the purpose of future handling and will not, until receiving further direction from management, disclose or use any customer's CPNI.

the purposes of this subpart, the term "telecommunications carrier" or "carrier" shall include an entity that provides interconnected VoIP service, as that term is defined in section 9.3 of these rules.

(p) *Telecommunications service.* The term "telecommunications service" has the same meaning given to such term in section 3(45) of the Communications Act of 1934, as amended, 47 U.S.C. 153(46).

(q) *Telephone number of record.* The telephone number associated with the underlying service, not the telephone number supplied as a customer's "contact information."

[72 FR 31961, June 8, 2007]

§ 64.2005 Use of customer proprietary network information without customer approval.

[illegible]

(1) If a telecommunications carrier provides different categories of service, and a customer subscribes to more than one category of service offered by the carrier, the carrier is permitted to share CPNI among the carrier's affiliated entities that provide a service offering to the customer.

[illegible][illegible]

§ 64.2007

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approval to do so, except as described in paragraph (c) of this section.

(1) A wireless provider may use, disclose, or permit access to CPNI derived from its provision of CMRS, without customer approval, for the provision of CPE and information service(s). A wireline carrier may use, disclose or permit access to CPNI derived from its provision of local exchange service or interexchange service, without customer approval, for the provision of CPE and call answering, voice mail or messaging, voice storage and retrieval services, fax store and forward, and protocol conversion.

(2) A telecommunications carrier may not use, disclose or permit access to CPNI to identify or track customers that call competing service providers. For example, a local exchange carrier may not use local service CPNI to track all customers that call local service competitors.

(c) A telecommunications carrier may use, disclose, or permit access to CPNI, without customer approval, as described in this paragraph (c).

(1) A telecommunications carrier may use, disclose, or permit access to CPNI, without customer approval, in its provision of inside wiring installation, maintenance, and repair services.

(2) CMRS providers may use, disclose, or permit access to CPNI for the purpose of conducting research on the health effects of CMRS.

(3) LECs, CMRS providers, and entities that provide interconnected VoIP service as that term is defined in § 9.3 of this chapter, may use CPNI, without customer approval, to market services formerly known as adjunct-to-basic services, such as, but not limited to, speed dialing, computer-provided directory assistance, call monitoring, call tracing, call blocking, call return, repeat dialing, call tracking, call waiting, caller I.D., call forwarding, and certain centrex features.

(d) A telecommunications carrier may use, disclose, or permit access to CPNI to protect the rights or property of the carrier, or to protect users of those services and other carriers from

fraudulent, abusive, or unlawful use of, or subscription to, such services.

[63 FR 20338, Apr. 24, 1998, as amended at 64 FR 53264, Oct. 1, 1999; 67 FR 59211, Sept. 20, 2002; 72 FR 31962, June 8, 2007]

**§ 64.2007 Approval required for use of customer proprietary network information.**

(a) A telecommunications carrier may obtain approval through written, oral or electronic methods.

(1) A telecommunications carrier relying on oral approval shall bear the burden of demonstrating that such approval has been given in compliance with the Commission's rules in this part.

(2) Approval or disapproval to use, disclose, or permit access to a customer's CPNI obtained by a telecommunications carrier must remain in effect until the customer revokes or limits such approval or disapproval.

(3) A telecommunications carrier must maintain records of approval, whether oral, written or electronic, for at least one year.

(b) *Use of Opt-Out and Opt-In Approval Processes.* A telecommunications carrier may, subject to opt-out approval or opt-in approval, use its customer's individually identifiable CPNI for the purpose of marketing communications-related services to that customer. A telecommunications carrier may, subject to opt-out approval or opt-in approval, disclose its customer's individually identifiable CPNI, for the purpose of marketing communications-related services to that customer, to its agents and its affiliates that provide communications-related services. A telecommunications carrier may also permit such persons or entities to obtain access to such CPNI for such purposes. Except for use and disclosure of CPNI that is permitted without customer approval under section § 64.2005, or that is described in this paragraph, or as otherwise provided in section 222 of the Communications Act of 1934, as amended, a telecommunications carrier may only use, disclose, or permit access to its customer's individually identifiable CPNI subject to opt-in approval.

[67 FR 59212, Sept. 20, 2002, as amended at 72 FR 31962, June 8, 2007]

**§ 64.2008 Notice required for use of customer proprietary network information.**

(a) *Notification. Generally.* (1) Prior to any solicitation for customer approval, a telecommunications carrier must provide notification to the customer of the customer's right to restrict use of, disclosure of, and access to that customer's CPNI.

(2) A telecommunications carrier must maintain records of notification, whether oral, written or electronic, for at least one year.

(b) Individual notice to customers must be provided when soliciting approval to use, disclose, or permit access to customers' CPNI.

(c) *Content of Notice.* Customer notification must provide sufficient information to enable the customer to make an informed decision as to whether to permit a carrier to use, disclose, or permit access to the customer's CPNI.

(1) The notification must state that the customer has a right, and the carrier has a duty, under federal law, to protect the confidentiality of CPNI.

(2) The notification must specify the types of information that constitute CPNI and the specific entities that will receive the CPNI, describe the purposes for which CPNI will be used, and inform the customer of his or her right to disapprove those uses, and deny or withdraw access to CPNI at any time.

(3) The notification must advise the customer of the precise steps the customer must take in order to grant or deny access to CPNI, and must clearly state that a denial of approval will not affect the provision of any services to which the customer subscribes. However, carriers may provide a brief statement, in clear and neutral language, describing consequences directly resulting from the lack of access to CPNI.

(4) The notification must be comprehensible and must not be misleading.

(5) If written notification is provided, the notice must be clearly legible, use sufficiently large type, and be placed in an area so as to be readily apparent to a customer.

(6) If any portion of a notification is translated into another language, then

all portions of the notification must be translated into that language.

(7) A carrier may state in the notification that the customer's approval to use CPNI may enhance the carrier's ability to offer products and services tailored to the customer's needs. A carrier also may state in the notification that it may be compelled to disclose CPNI to any person upon affirmative written request by the customer.

(8) A carrier may not include in the notification any statement attempting to encourage a customer to freeze third-party access to CPNI.

(9) The notification must state that any approval, or denial of approval for the use of CPNI outside of the service to which the customer already subscribes from that carrier is valid until the customer affirmatively revokes or limits such approval or denial.

(10) A telecommunications carrier's solicitation for approval must be proximate to the notification of a customer's CPNI rights.

(d) *Notice Requirements Specific to Opt-Out.* A telecommunications carrier must provide notification to obtain opt-out approval through electronic or written methods, but not by oral communication (except as provided in paragraph (f) of this section). The contents of any such notification must comply with the requirements of paragraph (c) of this section.

(1) Carriers must wait a 30-day minimum period of time after giving customers notice and an opportunity to opt-out before assuming customer approval to use, disclose, or permit access to CPNI. A carrier may, in its discretion, provide for a longer period. Carriers must notify customers as to the applicable waiting period for a response before approval is assumed.

(i) In the case of an electronic form of notification, the waiting period shall begin to run from the date on which the notification was sent; and

(ii) In the case of notification by mail, the waiting period shall begin to run on the third day following the date that the notification was mailed.

(2) Carriers using the opt-out mechanism must provide notices to their customers every two years.

(3) Telecommunications carriers that use e-mail to provide opt-out notices

must comply with the following requirements in addition to the requirements generally applicable to notification:

(i) Carriers must obtain express, verifiable, prior approval from consumers to send notices via e-mail regarding their service in general, or CPNI in particular;

(ii) Carriers must allow customers to reply directly to e-mails containing CPNI notices in order to opt-out;

(iii) Opt-out e-mail notices that are returned to the carrier as undeliverable must be sent to the customer in another form before carriers may consider the customer to have received notice;

(iv) Carriers that use e-mail to send CPNI notices must ensure that the subject line of the message clearly and accurately identifies the subject matter of the e-mail; and

(v) Telecommunications carriers must make available to every customer a method to opt-out that is of no additional cost to the customer and that is available 24 hours a day, seven days a week. Carriers may satisfy this requirement through a combination of methods, so long as all customers have the ability to opt-out at no cost and are able to effectuate that choice whenever they choose.

(e) *Notice Requirements Specific to Opt-In.* A telecommunications carrier may provide notification to obtain opt-in approval through oral, written, or electronic methods. The contents of any such notification must comply with the requirements of paragraph (c) of this section.

(f) *Notice Requirements Specific to One-Time Use of CPNI.* (1) Carriers may use oral notice to obtain limited, one-time use of CPNI for inbound and outbound customer telephone contacts for the duration of the call, regardless of whether carriers use opt-out or opt-in approval based on the nature of the contact.

(2) The contents of any such notification must comply with the requirements of paragraph (c) of this section, except that telecommunications carriers may omit any of the following notice provisions if not relevant to the limited use for which the carrier seeks CPNI:

(i) Carriers need not advise customers that if they have opted-out previously, no action is needed to maintain the opt-out election;

(ii) Carriers need not advise customers that they may share CPNI with their affiliates or third parties and need not name those entities, if the limited CPNI usage will not result in use by, or disclosure to, an affiliate or third party;

(iii) Carriers need not disclose the means by which a customer can deny or withdraw future access to CPNI, so long as carriers explain to customers that the scope of the approval the carrier seeks is limited to one-time use; and

(iv) Carriers may omit disclosure of the precise steps a customer must take in order to grant or deny access to CPNI, as long as the carrier clearly communicates that the customer can deny access to his CPNI for the call.

[67 FR 59212, Sept. 20, 2002]

**§ 64.2009 Safeguards required for use of customer proprietary network information.**

(a) Telecommunications carriers must implement a system by which the status of a customer's CPNI approval can be clearly established prior to the use of CPNI.

(b) Telecommunications carriers must train their personnel as to when they are and are not authorized to use CPNI, and carriers must have an express disciplinary process in place.

(c) All carriers shall maintain a record, electronically or in some other manner, of their own and their affiliates' sales and marketing campaigns that use their customers' CPNI. All carriers shall maintain a record of all instances where CPNI was disclosed or provided to third parties, or where third parties were allowed access to CPNI. The record must include a description of each campaign, the specific CPNI that was used in the campaign, and what products and services were offered as a part of the campaign. Carriers shall retain the record for a minimum of one year.

(d) Telecommunications carriers must establish a supervisory review process regarding carrier compliance





agent a valid photo ID matching the customer's account information.

(e) *Establishment of a Password and Back-up Authentication Methods for Lost or Forgotten Passwords.* To establish a password, a telecommunications carrier must authenticate the customer without the use of readily available biographical information, or account information. Telecommunications carriers may create a back-up customer authentication method in the event of a lost or forgotten password, but such back-up customer authentication method may not prompt the customer for readily available biographical information, or account information. If a customer cannot provide the correct password or the correct response for the back-up customer authentication method, the customer must establish a new password as described in this paragraph.

(f) *Notification of account changes.* Telecommunications carriers must notify customers immediately whenever a password, customer response to a back-up means of authentication for lost or forgotten passwords, online account, or address of record is created or changed. This notification is not required when the customer initiates service, including the selection of a password at service initiation. This notification may be through a carrier-originated voicemail or text message to the telephone number of record, or by mail to the address of record, and must not reveal the changed information or be sent to the new account information.

(g) *Business customer exemption.* Telecommunications carriers may bind themselves contractually to authentication regimes other than those described in this section for services they provide to their business customers that have both a dedicated account representative and a contract that specifically addresses the carriers' protection of CPNI.

[72 FR 31962, June 8, 2007]

**§ 64.2011 Notification of customer proprietary network information security breaches.**

(a) A telecommunications carrier shall notify law enforcement of a breach of its customers' CPNI as pro-

vided in this section. The carrier shall not notify its customers or disclose the breach publicly, whether voluntarily or under state or local law or these rules, until it has completed the process of notifying law enforcement pursuant to paragraph (b) of this section.

(b) As soon as practicable, and in no event later than seven (7) business days, after reasonable determination of the breach, the telecommunications carrier shall electronically notify the United States Secret Service (USSS) and the Federal Bureau of Investigation (FBI) through a central reporting facility. The Commission will maintain a link to the reporting facility at <http://www.fcc.gov/eb/cpni>.

(1) Notwithstanding any state law to the contrary, the carrier shall not notify customers or disclose the breach to the public until 7 full business days have passed after notification to the USSS and the FBI except as provided in paragraphs (b)(2) and (b)(3) of this section.

(2) If the carrier believes that there is an extraordinarily urgent need to notify any class of affected customers sooner than otherwise allowed under paragraph (b)(1) of this section, in order to avoid immediate and irreparable harm, it shall so indicate in its notification and may proceed to immediately notify its affected customers only after consultation with the relevant investigating agency. The carrier shall cooperate with the relevant investigating agency's request to minimize any adverse effects of such customer notification.

(3) If the relevant investigating agency determines that public disclosure or notice to customers would impede or compromise an ongoing or potential criminal investigation or national security, such agency may direct the carrier not to so disclose or notify for an initial period of up to 30 days. Such period may be extended by the agency as reasonably necessary in the judgment of the agency. If such direction is given, the agency shall notify the carrier when it appears that public disclosure or notice to affected customers will no longer impede or compromise a criminal investigation or national security. The agency shall provide in